

## Usage Guidelines

THE AMD SEMPRON™ PROCESSOR AND AMD ATHLON™ PROCESSOR

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# The AMD Sempron™ Processor and AMD Athlon™ Processor

## Usage Guidelines

### THE AMD SEMPRON™ PROCESSOR AND AMD ATHLON™ PROCESSOR

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# The AMD Sempron™ Processor and AMD Athlon™ Processor

## PROCESSOR BRAND METHODOLOGY

It is imperative that the integrity of the AMD-endorsed product brand name be maintained. Therefore, a scalable system based on application and reproduction opportunities and limitations has been created.

This system ensures alignment with the following AMD brand management objectives:

- Consistency to build the brand through repetitive impressions
- Simplicity in the system approach to ensure effectiveness and efficiency
- Flexibility to provide solutions for every brand application opportunity
- Legibility to maximize recognition and readability
- Reproducibility to maintain integrity of brand and quality of reproduction

### The Ultimate Visual Experience™

The dimensionality of the AMD Sempron™ processor and AMD Athlon™ processor logos reflects the AMD commitment to a dynamic environment and leadership in delivering The Ultimate Visual Experience™. The alternative to the dimensional processor logo is a simplified logotype solution, created to provide a scalable, one- to two-color solution for small-space form factor environments or limited manufacturing techniques, such as laser engraving and embroidery.

For more information or prototypical merchandising guidelines for AMD processor lockup applications, contact your AMD brand manager.



AMD Sempron™ processor logo



AMD Athlon™ processor logo

**AMD**   
**Sempron™**

AMD Sempron™ processor lockup – stacked

**AMD**  **Sempron™**

AMD Sempron™ processor lockup – horizontal

**AMD**   
**Athlon™**

AMD Athlon™ processor lockup – stacked

**AMD**  **Athlon™**

AMD Athlon™ processor lockup – horizontal



# The AMD Sempron™ Processor and AMD Athlon™ Processor

## THE AMD SEMPRON™ PROCESSOR AND AMD ATHLON™ PROCESSOR LOGOS

The following information addresses the correct treatment of the AMD Sempron™ processor and AMD Athlon™ processor logos for use in advertising, technical communications, marketing collateral, and other printed, Web, or visual materials.

### General Guidelines

AMD Sempron™ processor and AMD Athlon™ processor logos may only be used in connection with the promotion of the corresponding AMD Sempron™ processor and AMD Athlon™ processor and not for other goods and/or services. There are two versions of each of the AMD Sempron™ processor and AMD Athlon™ processor logos — color and grayscale. Do not modify or re-create an AMD Sempron™ processor or AMD Athlon™ processor logo under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc.

The following trademark attribution must be used when featuring an AMD Sempron™ processor logo:

*AMD, the AMD Arrow logo, AMD Sempron, and combinations thereof are trademarks of Advanced Micro Devices, Inc.*

The following trademark attribution must be used when featuring an AMD Athlon™ processor logo:

*AMD, the AMD Arrow logo, AMD Athlon, and combinations thereof are trademarks of Advanced Micro Devices, Inc.*

Follow the more detailed rules set forth in the Trademark Usage Guidelines for the AMD Sempron™ processor and AMD Athlon™ processor when referenced in text.



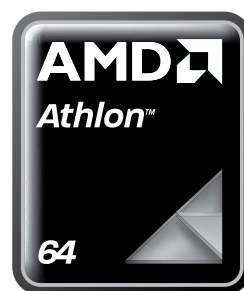
Color



Grayscale



Color



Grayscale



# The AMD Sempron™ Processor and AMD Athlon™ Processor

## THE AMD SEMPRON™ PROCESSOR AND AMD ATHLON™ PROCESSOR LOGOS (CONT.)

The AMD Sempron™ processor and AMD Athlon™ processor logos consist of the AMD brandmark, the processor name in logotype, a unique processor icon, and a 64-bit feature identifier, all positioned within a black enclosure. There are two versions of each of the AMD Sempron™ processor and AMD Athlon™ processor logos—color and grayscale. The color version is available in both CMYK and spot color.

Only the AMD Athlon™ processor logo is shown. However, the guidelines also apply to the AMD Sempron™ processor logo.



Color



Grayscale



Color logo  
over a color background

Grayscale logo  
over a color-neutral background



Color logo  
over color photography



Grayscale logo  
over black-and-white photography



# The AMD Sempron™ Processor and AMD Athlon™ Processor

## AVAILABLE FORMATS

### Key to file naming conventions

Product I.D. #	Processor	Media (E = Electronic, P = Print)	
43676-A	SEM	Logo	E
			RGB
			eps
			File Format
			Color Mode
			(4C = Process, RGB = On screen,
			Sp = Spot, Wht = White, Blk = Black)

Listed below are the available formats of the AMD Sempron™ processor logo.

#### 43676-A\_SEM\_Logo\_P\_4C.eps

Four-color (CMYK) process version for traditional printing

#### 43676-A\_SEM\_Logo\_P\_Sp.eps

Spot-color version for specialized printing e.g. screen printing

#### 43676-A\_SEM\_Logo\_P\_Gs.eps

Grayscale version for limited color printing

#### 43676-A\_SEM\_Logo\_E\_RGB.eps

RGB version for online or multimedia use

#### 43676-A\_SEM\_Logo\_L\_E\_RGB.png

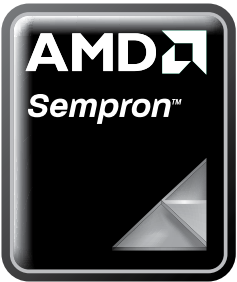
Large version for use in presentations e.g. PowerPoint

#### 43676-A\_SEM\_Logo\_S\_E\_RGB.png

Small version for use in presentations e.g. PowerPoint



Color



Grayscale



# The AMD Sempron™ Processor and AMD Athlon™ Processor

## AVAILABLE FORMATS

### Key to file naming conventions

Product I.D. #    Processor    Media (E = Electronic, P = Print)

▼    ▼    ▼

**43707-B\_PHEFX\_Logo\_E\_RGB.eps**    File Format

▲

Color Mode  
(4C = Process, RGB = On screen,  
Sp = Spot, Wht = White, Blk = Black)

Listed below are the available formats of the AMD Athlon™ processor logo.

#### **43674-A\_ATH\_Logo\_P\_4C.eps**

Four-color (CMYK) process version for traditional printing

#### **43674-A\_ATH\_Logo\_P\_Sp.eps**

Spot-color version for specialized printing e.g. screen printing

#### **43674-A\_ATH\_Logo\_P\_Gs.eps**

Grayscale version for limited color printing

#### **43674-A\_ATH\_Logo\_E\_RGB.eps**

RGB version for online or multimedia use

#### **43674-A\_ATH\_Logo\_L\_E\_RGB.png**

Large version for use in presentations e.g. PowerPoint

#### **43674-A\_ATH\_Logo\_S\_E\_RGB.png**

Small version for use in presentations e.g. PowerPoint



Color



Grayscale



# The AMD Sempron™ Processor and AMD Athlon™ Processor

## CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

For purposes of illustration, only an AMD Athlon™ processor logo is shown here. However, the same clear space and minimum size requirements apply for the AMD Sempron™ processor logo.

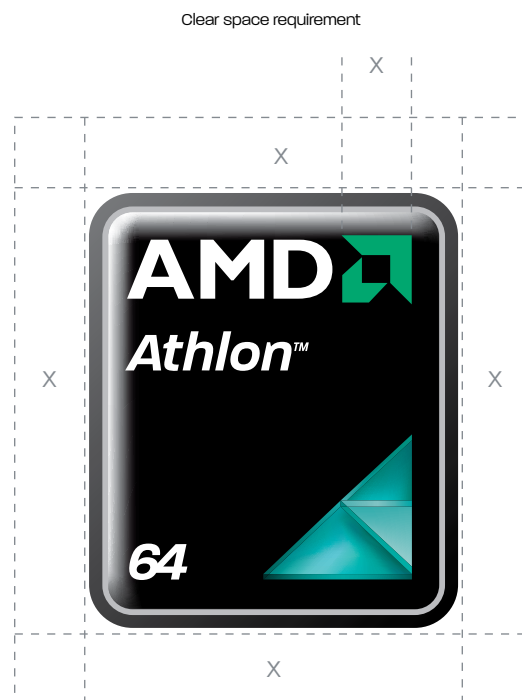
AMD processor logos are most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space, as demonstrated in the diagram to the right, must surround an AMD processor logo in all situations. The clear space requirement indicated represents an area equal to the width of the AMD Arrow logo. This is illustrated in the example on the right.

Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, and design features, or symbols, company names, products, and/or services.

For print applications, the minimum size requirement for the AMD Sempron™ processor logo and AMD Athlon™ processor logo is .75" (19.05 mm) wide.

For electronic applications, the minimum size requirement for the AMD Sempron™ processor logo and AMD Athlon™ processor logo is 70 pixels wide.

For use in applications where there are challenges related to scale, format, media, or reproduction, an AMD processor lockup is available. General lockup usage guidelines are also included in this document.



Clear space requirement also applies to the AMD Sempron™ processor logo.

### Minimum size requirement



Minimum size requirement also applies to the AMD Sempron™ processor logo.

\*When sizing the logo up or down, always include the white holding shape in the measurement.





# The AMD Sempron™ Processor and AMD Athlon™ Processor

## COLOR REQUIREMENTS

The color diagram to the right identifies the color of each element of an AMD Sempron™ processor logo. Provided below is a color list that will assist in the correct reproduction of an AMD Sempron™ processor logo in the most commonly used media formats.

### Spot Color

(Spot color printing, such as promotional items, marketing collateral, etc.)

AMD Green = PANTONE 347 C

Black = Rich Black (4cp = C50 M50 Y40 K100)

White = KO

Multi-color = CMYK Build

### CMYK

(Four-color process printing, such as advertisements, marketing collateral, magazines, etc.)

AMD Green = C100 M0 Y79 K0

Black = Rich Black (4cp = C50 M50 Y40 K100)

White = KO

Multi-color = CMYK Build

### RGB

(Electronic on-screen representations, such as CD demos, multimedia presentations, PowerPoint, Web graphics, etc.)

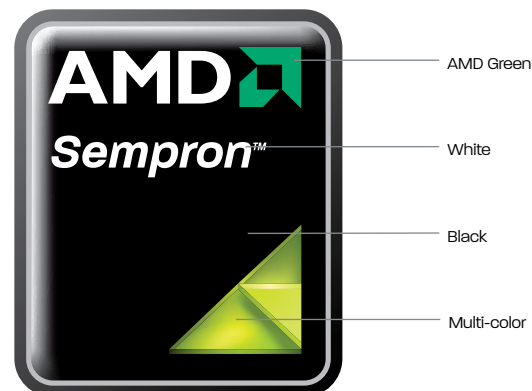
AMD Green = R0 G153 B102

Black = R0 G0 B0

White = R255 G255 B255

Multi-color = RGB Build

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. Consult current PANTONE publications for accurate color. PANTONE is the property of Pantone, Inc.



# The AMD Sempron™ Processor and AMD Athlon™ Processor

## COLOR REQUIREMENTS (CONT.)

The color diagram to the right identifies the color of each element of an AMD Athlon™ processor logo. Provided below is a color list that will assist in the correct reproduction of an AMD Athlon™ processor logo in the most commonly used media formats.

### Spot Color

(Spot color printing, such as promotional items, marketing collateral, etc.)

AMD Green = PANTONE 347 C

Black = Rich Black (4cp = C50 M50 Y40 K100)

White = KO

Multi-color = CMYK Build

### CMYK

(Four-color process printing, such as advertisements, marketing collateral, magazines, etc.)

AMD Green = C100 M0 Y79 K0

Black = Rich Black (4cp = C50 M50 Y40 K100)

White = KO

Multi-color = CMYK Build

### RGB

(Electronic on-screen representations, such as CD demos, multimedia presentations, PowerPoint, Web graphics, etc.)

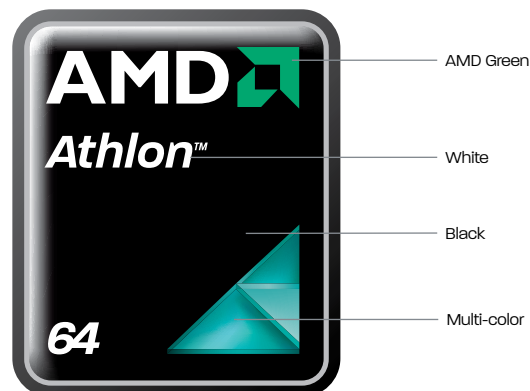
AMD Green = R0 G153 B102

Black = R0 G0 B0

White = R255 G255 B255

Multi-color = RGB Build

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. Consult current PANTONE publications for accurate color. PANTONE is the property of Pantone, Inc.



# The AMD Sempron™ Processor and AMD Athlon™ Processor

## INCORRECT USAGE

The examples on the right illustrate some common misuses of an AMD processor logo. Always use the authorized electronic logo artwork provided by Advanced Micro Devices, Inc.

Only the AMD Athlon™ processor logo is shown. However, the guidelines also apply to the AMD Sempron™ processor.



DO NOT distort an AMD processor logo in any way



DO NOT create other versions of an AMD processor logo



DO NOT create spot-color versions of an AMD processor logo



DO NOT use just the AMD processor icon



DO NOT alter the color of an AMD processor logo



DO NOT add elements to an AMD processor logo



DO NOT remove the white holding shape behind an AMD processor logo

DO NOT position the logo over a busy or inappropriate area of a photographic background

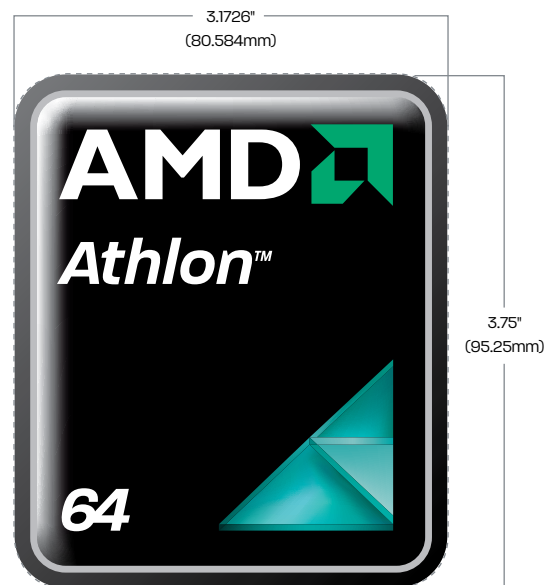


# The AMD Sempron™ Processor and AMD Athlon™ Processor

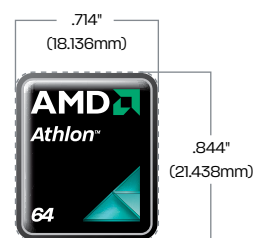
## CARTON AND BEZEL LABEL GUIDELINES

The examples here show the required dimensions for a carton label and a bezel label. Any questions regarding carton and bezel labels should be addressed by a product brand manager.

Only the AMD Athlon™ processor labels are shown. However, the guidelines also apply to the AMD Sempron™ processor carton and bezel labels.



**Carton**  
3.1726" (80.584mm) wide x 3.75" (95.25mm) tall



**Bezel**  
.714" (18.136mm) wide x .844" (21.438mm) tall



# The AMD Sempron™ Processor and AMD Athlon™ Processor

## THE AMD SEMPRON™ PROCESSOR AND AMD ATHLON™ PROCESSOR LOCKUPS FOR UNIQUE APPLICATIONS

Whenever possible, the appropriate AMD Sempron™ processor logo or AMD Athlon™ processor logo should be used in all advertising, technical communications, marketing collateral, and other printed, Web, or visual materials.

In those unique instances when scale, format, media, or reproduction requirements preclude the use of the processor logo, a processor lockup may be used. This scalable system enables easy application for small-space form factor environments and limited manufacturing techniques, such as screen printing, laser engraving, embossing, debossing, hot stamping, and embroidery.

For guidelines on using an AMD Sempron™ processor or AMD Athlon™ processor lockup on merchandise, contact your AMD brand manager.

### General Guidelines

The AMD Sempron™ processor and the AMD Athlon™ processor lockups may only be used in connection with the promotion of the corresponding AMD processor and not for other goods and/or services. There are two versions of the AMD Sempron™ processor and the AMD Athlon™ processor lockups as shown on this page — stacked and horizontal. Each is provided in color, and black and white. Do not modify or re-create an AMD processor lockup under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc.

When possible, the following trademark attribution should be used when featuring the AMD Sempron™ processor:

*AMD, the AMD Arrow logo, AMD Sempron, and combinations thereof are trademarks of Advanced Micro Devices, Inc.*

When possible, the following trademark attribution should be used when featuring the AMD Athlon™ processor:

*AMD, the AMD Arrow logo, AMD Athlon, and combinations thereof are trademarks of Advanced Micro Devices, Inc.*



Stacked, spot-color



Stacked, black



Horizontal, spot-color



Horizontal, black



Stacked, spot-color



Stacked, black



Horizontal, spot-color



Horizontal, black



# The AMD Sempron™ Processor and AMD Athlon™ Processor

## THE AMD SEMPRON™ PROCESSOR AND AMD ATHLON™ PROCESSOR LOCKUPS FOR UNIQUE APPLICATIONS (CONT.)

AMD processor lockups consist of the AMD brandmark and the processor name in logotype. For each AMD processor lockup there are two variations — color, and black and white. The color version is available in both CMYK and spot color.

The AMD processor lockups are for exceptional use only. Whenever possible, the appropriate AMD processor logo should be used.

Only the AMD Athlon™ processor lockup is shown. However, the guidelines also apply to the AMD Sempron™ processor lockup.



Stacked, spot-color



Stacked, black



Stacked, spot-color, reversed



Stacked, white



Horizontal, spot-color



Horizontal, black



Horizontal, spot-color, reversed



Horizontal, white



Stacked, white lockup  
on a color background



Stacked, black lockup  
on a color-neutral background



Horizontal, white lockup  
on a color background



Horizontal, black lockup  
on a color-neutral background



# The AMD Sempron™ Processor and AMD Athlon™ Processor

## AVAILABLE FORMATS

### Key to file naming conventions

Product I.D. # Processor Media (E = Electronic, P = Print)

▼ ▼ ▼

**43971-A\_SEM\_Lckp\_St\_P\_Sp.eps** ◀ File Format

(St = Stacked, Hz = Horizontal) ▲ ▲ Color Mode

(4C = Process, RGB = On screen, Sp = Spot, Wht = White, Blk = Black)

Listed below are the available formats of the AMD Sempron™ processor lockup.

### Stacked Format

#### 43971-A\_SEM\_Lckp\_St\_P\_Sp.eps

Spot-color version for specialized printing, e.g. screen printing

#### 43971-A\_SEM\_Lckp\_St\_P\_SpR.eps

Reversed spot-color version for specialized printing, e.g. screen printing

#### 43971-A\_SEM\_Lckp\_St\_P\_4C.eps

Four-color (CMYK) process version for traditional printing

#### 43971-A\_SEM\_Lckp\_St\_P\_4Cr.eps

Reversed four-color (CMYK) process version for traditional printing

#### 43971-A\_SEM\_Lckp\_St\_P\_BlK.eps

Black version for limited color printing

#### 43971-A\_SEM\_Lckp\_St\_P\_Wht.eps

White version for limited color printing

#### 43971-A\_SEM\_Lckp\_St\_E\_RGB.eps

RGB version for online or multimedia use



Stacked, spot-color



Stacked, black

#### 43971-A\_SEM\_Lckp\_St\_E\_RGBr.eps

Reversed RGB version for online or multimedia use

#### 43971-A\_SEM\_Lckp\_St\_E\_BlK.eps

Black version for online or multimedia use

#### 43971-A\_SEM\_Lckp\_St\_E\_Wht.eps

White version for online or multimedia use

#### 43971-A\_SEM\_Lckp\_St\_E\_RGB.png

Small RGB version for use in presentations, e.g. PowerPoint

#### 43971-A\_SEM\_Lckp\_St\_E\_RGBr.png

Small reversed RGB version for use in presentations, e.g. PowerPoint

#### 43971-A\_SEM\_Lckp\_St\_E\_BlK.png

Small black version for use in presentations, e.g. PowerPoint

#### 43971-A\_SEM\_Lckp\_St\_E\_Wht.png

Small white version for use in presentations, e.g. PowerPoint



# The AMD Sempron™ Processor and AMD Athlon™ Processor

## AVAILABLE FORMATS

### Key to file naming conventions

Product I.D. # Processor Media (E = Electronic, P = Print)

43971-A\_SEM\_Lckp\_Hz\_P\_Sp.eps File Format

(St = Stacked, Hz = Horizontal) Color Mode  
(4C = Process, RGB = On screen, Sp = Spot, Wht = White, Blk = Black)

Listed below are the available formats of the AMD Sempron™ processor lockup.

### Stacked Format

#### 43971-A\_SEM\_Lckp\_Hz\_P\_Sp.eps

Spot-color version for specialized printing, e.g. screen printing

#### 43971-A\_SEM\_Lckp\_Hz\_P\_SpR.eps

Reversed spot-color version for specialized printing, e.g. screen printing

#### 43971-A\_SEM\_Lckp\_Hz\_P\_4C.eps

Four-color (CMYK) process version for traditional printing

#### 43971-A\_SEM\_Lckp\_Hz\_P\_4Cr.eps

Reversed four-color (CMYK) process version for traditional printing

#### 43971-A\_SEM\_Lckp\_Hz\_P\_BlK.eps

Black version for limited color printing

#### 43971-A\_SEM\_Lckp\_Hz\_P\_Wht.eps

White version for limited color printing

#### 43971-A\_SEM\_Lckp\_Hz\_E\_RGB.eps

RGB version for online or multimedia use

### AMD Sempron™

Horizontal, spot-color

### AMD Sempron™

Horizontal, black

#### 43971-A\_SEM\_Lckp\_Hz\_E\_RGBr.eps

Reversed RGB version for online or multimedia use

#### 43971-A\_SEM\_Lckp\_Hz\_E\_BlK.eps

Black version for online or multimedia use

#### 43971-A\_SEM\_Lckp\_Hz\_E\_Wht.eps

White version for online or multimedia use

#### 43971-A\_SEM\_Lckp\_Hz\_E\_RGB.png

Small RGB version for use in presentations, e.g. PowerPoint

#### 43971-A\_SEM\_Lckp\_Hz\_E\_RGBr.png

Small reversed RGB version for use in presentations, e.g. PowerPoint

#### 43971-A\_SEM\_Lckp\_Hz\_E\_BlK.png

Small black version for use in presentations, e.g. PowerPoint

#### 43971-A\_SEM\_Lckp\_Hz\_E\_Wht.png

Small white version for use in presentations, e.g. PowerPoint





# The AMD Sempron™ Processor and AMD Athlon™ Processor

## AVAILABLE FORMATS

### Key to file naming conventions

Product I.D. #    Processor    Media (E = Electronic, P = Print)

▼    ▼    ▼

**43972-A\_ATH\_Lckp\_St\_P\_Sp.eps**    File Format

(St = Stacked, Hz = Horizontal)    Color Mode

(4C = Process, RGB = On screen, Sp = Spot, Wht = White, Blk = Black)

Listed below are the available formats of the AMD Athlon™ processor lockup.

### Stacked Format

#### 43972-A\_ATH\_Lckp\_St\_P\_Sp.eps

Spot-color version for specialized printing, e.g. screen printing

#### 43972-A\_ATH\_Lckp\_St\_P\_SpR.eps

Reversed spot-color version for specialized printing, e.g. screen printing

#### 43972-A\_ATH\_Lckp\_St\_P\_4C.eps

Four-color (CMYK) process version for traditional printing

#### 43972-A\_ATH\_Lckp\_St\_P\_4Cr.eps

Reversed four-color (CMYK) process version for traditional printing

#### 43972-A\_ATH\_Lckp\_St\_P\_BlK.eps

Black version for limited color printing

#### 43972-A\_ATH\_Lckp\_St\_P\_Wht.eps

White version for limited color printing

#### 43972-A\_ATH\_Lckp\_St\_E\_RGB.eps

RGB version for online or multimedia use



Stacked, spot-color



Stacked, black

#### 43972-A\_ATH\_Lckp\_St\_E\_RGBr.eps

Reversed RGB version for online or multimedia use

#### 43972-A\_ATH\_Lckp\_St\_E\_BlK.eps

Black version for online or multimedia use

#### 43972-A\_ATH\_Lckp\_St\_E\_Wht.eps

White version for online or multimedia use

#### 43972-A\_ATH\_Lckp\_St\_E\_RGB.png

Small RGB version for use in presentations, e.g. PowerPoint

#### 43972-A\_ATH\_Lckp\_St\_E\_RGBr.png

Small reversed RGB version for use in presentations, e.g. PowerPoint

#### 43972-A\_ATH\_Lckp\_St\_E\_BlK.png

Small black version for use in presentations, e.g. PowerPoint

#### 43972-A\_ATH\_Lckp\_St\_E\_Wht.png

Small white version for use in presentations, e.g. PowerPoint



## Key to file naming conventions

Listed below are the available formats of the AMD Athlon™ processor lockup.

43972-A ATH Lckp Hz P Sp.eps

Spot-color version for specialized printing, e.g. screen printing

43972-A ATH Lckp Hz P SpR.eps

Reversed spot-color version for specialized printing, e.g. screen printing

43972-A ATH Lckp Hz P 4C.eps

Four-color (CMYK) process version for traditional printing

43972-A ATH Lckp Hz P 4Cr.eps

Reversed four-color (CMYK) process version for traditional printing

43972-A ATH Lckp Hz P Blk.eps

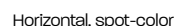
Black version for limited color printing

43972-A ATH Lckp Hz P Wht.eps

White version for limited color printing

## 43972-A ATH Lckp Hz E RGB.eps

RGB version for online or multimedia use



43972-A ATH Lckp Hz E RGBr.eps

Reversed RGB version for online or multimedia use

43972-A ATH Lckp Hz E Blk.eps

Black version for online or multimedia use

43972-A ATH Lckp Hz E Wht.eps

White version for online or multimedia use

43972-A ATH Lckp Hz E RGB.png

Small RGB version for use in presentations, e.g. PowerPoint

43972-A ATH Lckp Hz E RGBr.png

Small reversed RGB version for use in presentations, e.g. PowerPoint

43972-A ATH Lckp Hz E Blk.png

Small black version for use in presentations, e.g. PowerPoint

43972-A ATH Lckp Hz E Wht.png

Small white version for use in presentations, e.g. PowerPoint



# The AMD Sempron™ Processor and AMD Athlon™ Processor

## CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

For purposes of illustration, only an AMD Athlon™ processor lookup is shown here. However, the same clear space and minimum size requirements apply for the AMD Sempron™ processor lookup.

AMD processor lookups are most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space, as demonstrated in the diagrams to the right, must surround an AMD processor lookup in all situations. The clear space requirement indicated represents an area equal to the width of the AMD Arrow logo. This is illustrated the examples on the right.

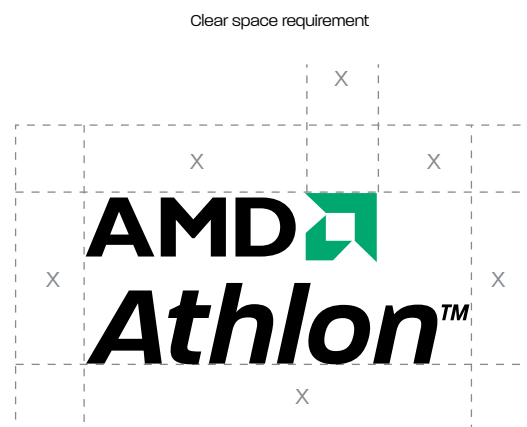
Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, and design features, or symbols, company names, products, and/or services.

### Minimum Size

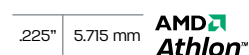
The minimum size requirement for a stacked AMD processor lookup is .225" (5.715mm) tall.

The minimum size requirement for a horizontal AMD processor lookup is .125" (3.175mm) tall.

For electronic applications, the minimum size requirement for an AMD processor lookup is 70 pixels wide.



Clear space requirement also applies to the AMD Sempron™ processor lookup.



Minimum size requirement for the stacked processor lookup



Clear space requirement also applies to the AMD Sempron™ processor lookup.



Minimum size requirement for the horizontal processor lookup



# The AMD Sempron™ Processor and AMD Athlon™ Processor

## COLOR REQUIREMENTS

The color diagrams to the right identify the color of each element of the AMD processor lockups. Provided below is a color list that will assist in the correct reproduction of the AMD processor lockups in the most commonly used media formats.

These colors apply to both AMD Sempron™ processor and AMD Athlon™ processor lockups.

### Spot Color

(Spot color printing, such as promotional items, marketing collateral, etc.)

AMD Green = PANTONE 347 C

Black = K100

### CMYK

(Four-color process printing, such as advertisements, marketing collateral, magazines, etc.)

AMD Green = C100 M0 Y79 K0

Black = K100

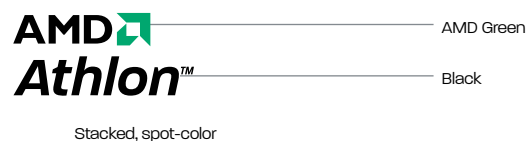
### RGB

(Electronic on-screen representations, such as CD demos, multimedia presentations, PowerPoint, etc.)

AMD Green = R0 G153 B102

Black = R0 G0 B0

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# The AMD Sempron™ Processor and AMD Athlon™ Processor

## INCORRECT USAGE

The examples on the right illustrate common misuse of an AMD processor lockup. These examples apply to the horizontal lockup as well. Always use the artwork provided by Advanced Micro Devices, Inc.

Only AMD Athlon™ processor lockups are shown. However, the guidelines also apply to AMD Sempron™ processor lockups.



DO NOT distort an AMD processor lockup in any way



DO NOT change the proportions of an AMD processor lockup



DO NOT create spot-color versions of an AMD processor lockup



DO NOT create borders around an AMD processor lockup



DO NOT alter the color of an AMD processor lockup



DO NOT add elements to an AMD processor lockup



DO NOT place an AMD processor lockup on top of a photo

